

Flooring

BY SERVICISED PRODUCTS CORPORATION



Servicised

UNIVERSAL FLOORING PRODUCTS



The Servicised Products Corporation is uniquely qualified to use the word "universal" with reference to its flooring products, for their type and construction varies sufficiently to embrace the entire industrial and commercial as well as residential fields.

Servicised Floorings of rubber or cork and rubber composition are ideal for houses, schools, hospitals, office buildings and other types of buildings for human occupation, as a finished flooring laid over smooth wood or concrete sub-floors.

Servicised Floorings of asphalt base (Servicised Asphalt Plank) are ideal for patio and porch deck coverings in the home, and in commercial use cover viaducts, bridges and their approaches, are used on the floors of railroads and machine shops, passenger and freight stations, loading platforms, docks, warehouses, garages, cold storage plants, chemical laboratories and plants, packing houses and canneries, factories, dairies, creameries and laundries.

SERVICISED PRODUCTS CORPORATION
6051 WEST 65th STREET • CHICAGO, ILLINOIS

SERVICISED FLOORING PRODUCTS include three types, all of which are remarkable for their beauty, durability and economy: Rubberlok Flooring, Rubber Tile, and Cork-Rubber Tile. Modern, versatile and colorful—their design possibilities are tremendous. All are sold and installed by authorized flooring contractors throughout the United States.

Rubberlok Flooring, Tongue and Grooved Rubber Tile—A floor in itself—not merely a flooring—Rubberlok is the only interlocking tongue and grooved rubber flooring manufactured. It makes a perfect tile effect, with non-fading colors, and may

be laid over any type of sub-floor: wood, concrete, composition or steel. For details of construction see Page 11.

Servicised Rubber Tile—Identical to Rubberlok in composition, Servicised Rubber Tile is made in individual tiles which are not tongue and grooved. For details of construction see Page 12.

Servicised Cork-Rubber Tile—Manufactured from finely divided cork and rubber vulcanized together, this tile offers high flexibility, resistance to dirt, indentations and scratches and has lasting beauty. For details of construction see Page 13.

HIGH QUALITY—Carefully achieved and maintained by exact manufacturing standards, and constant laboratory testing.

LONG LIFE—The toughness and density of these Servicised Floorings will resist the impact and abrasion of traffic over a long period of years.

RESILIENCY—Servicised Floorings are resilient for the life of the material, yet sufficiently elastic to recover from indentation.

Patio Floors and Roof Decks

A new Servicised development finding wide acceptance for patio floors and roof decks is Slate Surfaced Asphalt Plank. This material is essentially standard asphalt plank with a dense surfacing of colored slate particles thoroughly embedded into the top surface.

The coloring of the product makes it extremely adaptable in utilizing unused roof and floor areas. Colors are available that harmonize with the beauty of the structure itself. Brightly toned plank is in harmony with the typical vivid colors of patio and garden settings.

In addition, there are these practical advantages—low cost, light weight, waterproofness, and wear-resistance. Furnished in either single colors or combinations.



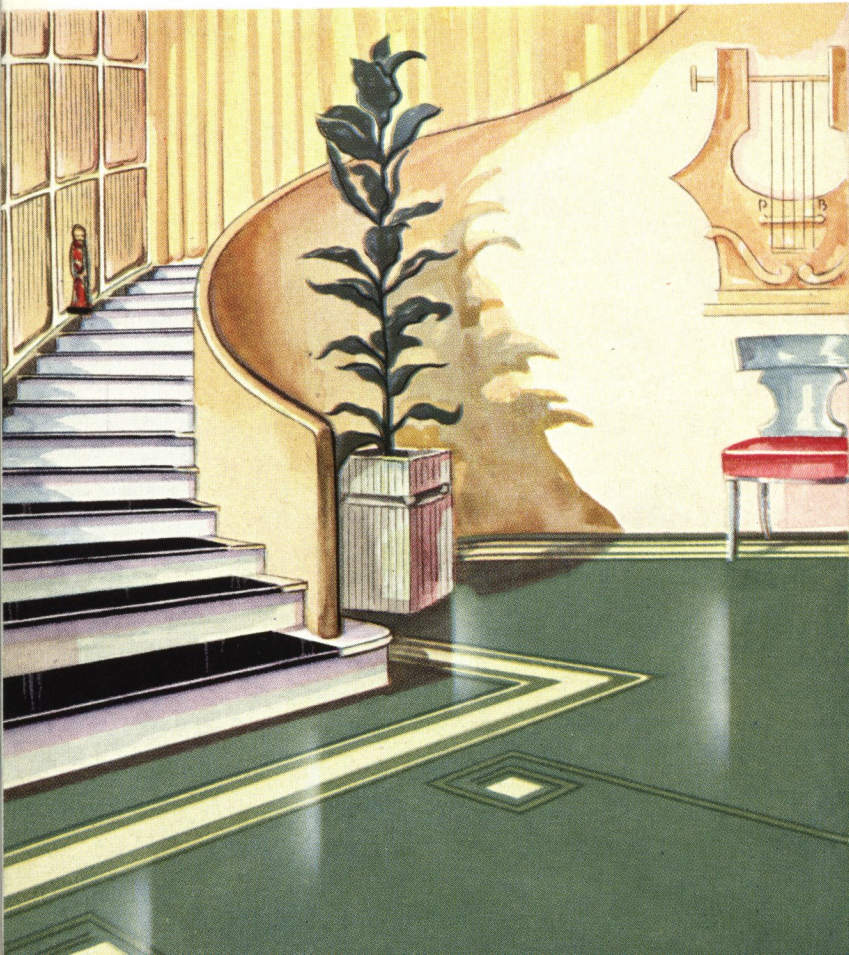
Servicised Flooring

The role that Servicised Flooring plays in the styling of the homes of today is an important one.

Exquisite colorings that key in as soft tones or high lights and infinite possibilities in design treatments, conform with every period and style of decoration and offer a fertile field to the designer, decorator and home owner.

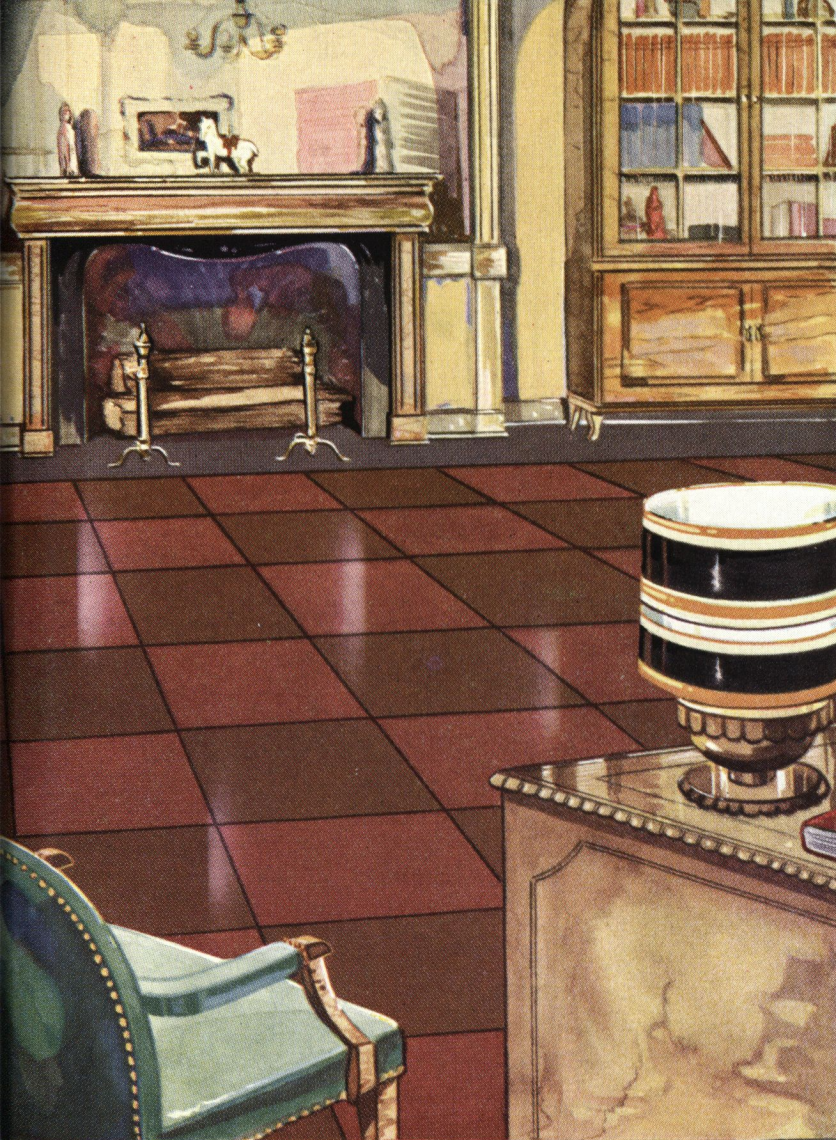
Here is an economical, durable, easily cleaned flooring that, once laid properly, will not warp, chip, buckle or crack, and whose clear unfading colors will retain their beauty through many years of active service.

On this, and succeeding pages, Servicised Flooring is shown in various rooms in the modern home, typical examples of how this ideal flooring has been successfully installed and is in constant use in many homes all over the country.



In the Entrance

A gracefully descending stairway, plain, tinted walls, rubber treads to blend on the stairs, and a softly colored floor of Servicised Rubber Tile that is quiet and easy under foot—here is an ideal setting, conducive to pleasant "first impressions" of anyone's home.



In the Living Room

The modern living room is generally the largest . . . perhaps the most formal . . . and certainly the most lived-in room in the house. Here, where the family gathers, during daylight or evening hours, Serviced Rubber Tile is a flooring that may be adapted to any decorative theme, that is not too obtrusive, is durable, resilient, quiet under foot and resistant to all ordinary stains. With a cozy-looking rug over this tile, there is comfort and hominess.

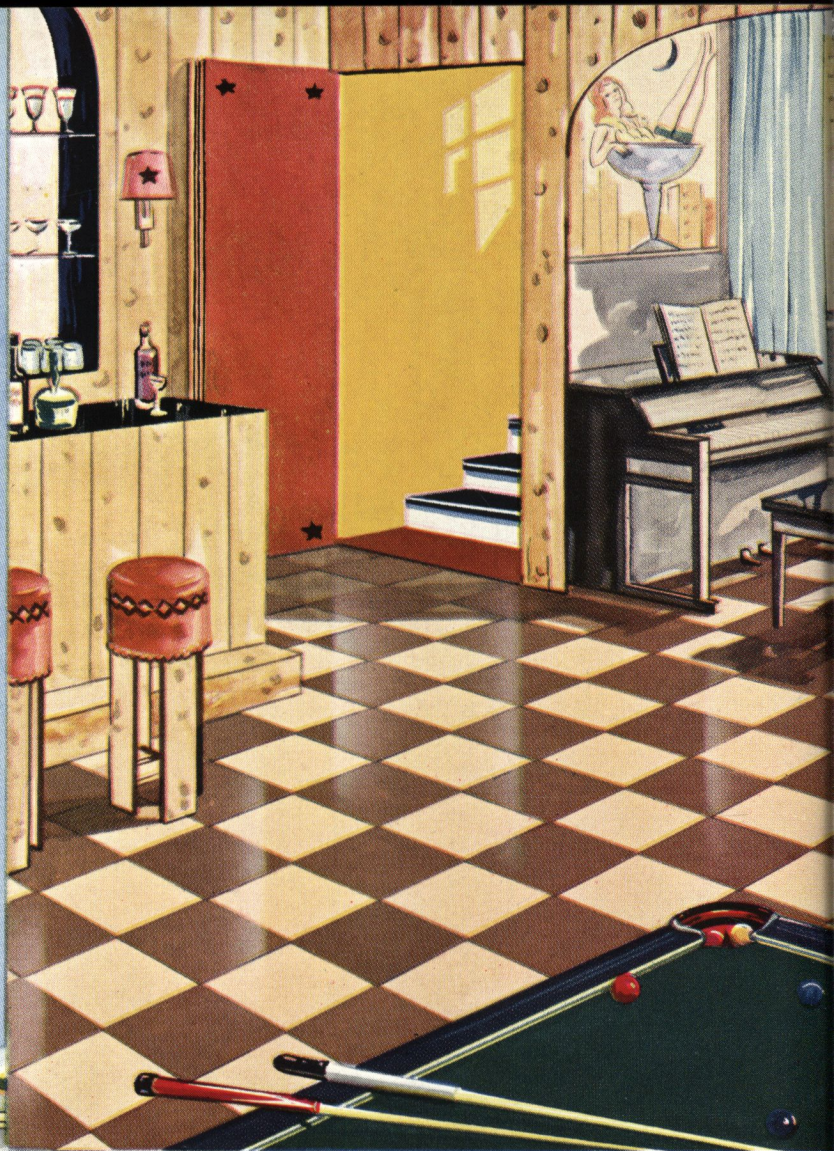
In the Nursery

In this sunny room, specially set apart for the needs and entertainment of young hopefuls, Serviced Rubber Tile is the ideal solution to the problem of finding a flooring that is at once colorful, sanitary, water-proof, quiet, resilient and durable. Nursery patterns and silhouettes can be fabricated on order.



In the Game Room

Here a warm, informal atmosphere is achieved by maple paneled walls and a serviceable, water and alcohol-proof, easy-to-clean surface of Serviced Rubber Flooring in a large block pattern. Moreover, cigarette and match burns leave only a slight stain which is easily wiped off.



In the Kitchen

Nowhere . . . more than in this room where countless steps are taken day after day . . . will the mistress of the house appreciate a flooring that is soft and resilient under foot, water-proof, colorful and decorative . . . slow to soil, yet easily cleaned. Serviced Rubber Floor has all of these advantages and will retain them through years of constant service.

In the Laundry

The wear that a laundry floor receives is a real test for any type of flooring. The dampness and strong cleansing agents in the usual laundry demand a flooring that is rot-proof and waterproof over a long period of time, thus assuring a warm dry laundry the year 'round. Serviced Asphalt Tongue and Groove Flooring more readily fulfills these requirements than any other material.





In the Bedroom

"Modernity" in the bedroom . . . with plane surfaces, subtle color harmonies, unbroken lines sounding the keynote . . . is beautifully in keeping with a floor of Servicised Rubber Tile.

Extending from wall to wall . . . its smooth, but slip-proof surface is quiet, soft, and because of its low thermal conductivity is not cold under foot.

Custom-made floors of Rubberlok, designed to blend with any color theme, are economical in first cost, are easily cleaned and promote an atmosphere of restful intimacy.

In the Bathroom

Beauty, utility, economy . . . all three are featured in this colorful bathroom with its walls of Servicised Rubber Wall Covering and Rubberlok Flooring. Since all joints in the flooring are tongue and grooved, the floor is waterproof and watertight. It is slip-proof when dry, and no more slippery than any other smooth-surfaced flooring when wet.

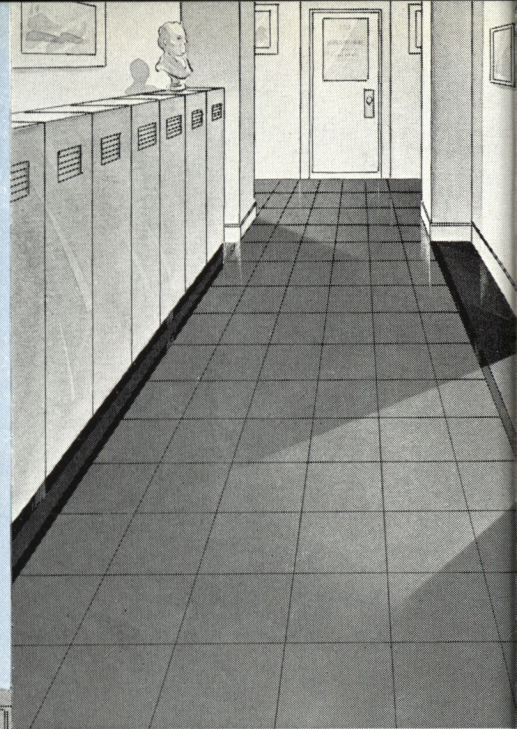
The walls, in plain tile pattern with custom-made border, are moisture-proof, moderate in price and easy to clean.

Years from now, this bathroom will be just as water-tight, just as colorful, just as lovely.



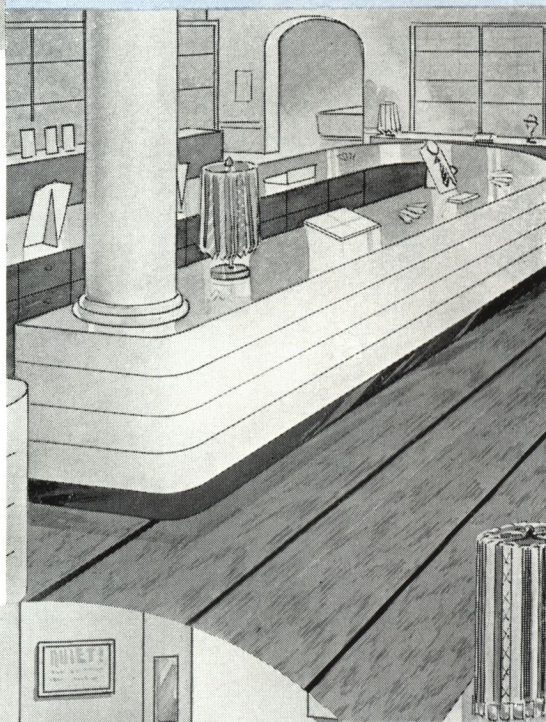
For Offices . . .

Floors of Serviced Rubber Tile are economical in first cost, easily maintained, slow to soil because of their smooth surface, quiet and resilient under foot, impervious to match and cigarette burns and will retain their full utility for many years.



For Stores . . .

In achieving a harmonious, congenial background, most successful in promoting a profitable display of merchandise, floor covering plays an important part. No material has been found more permanently successful for this purpose than Serviced Rubber flooring. Its wide pattern and color possibilities make it adaptable to any style or color theme; its durability, ease under foot and easy maintenance are recognized qualities that account for its widespread use.



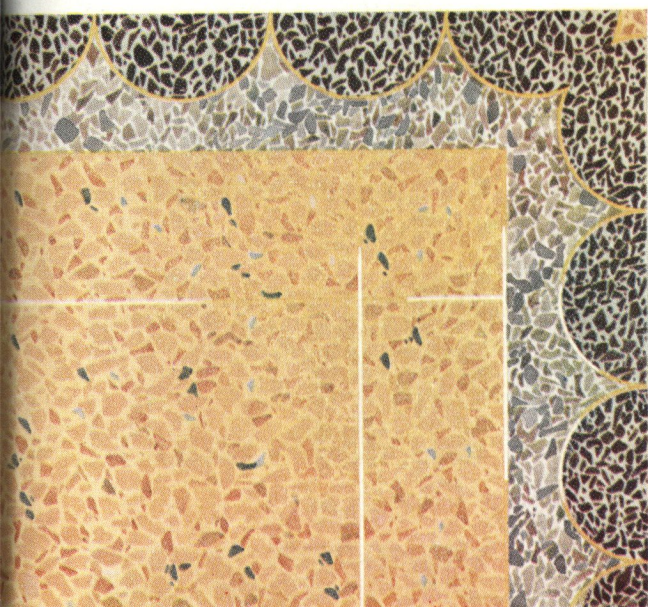
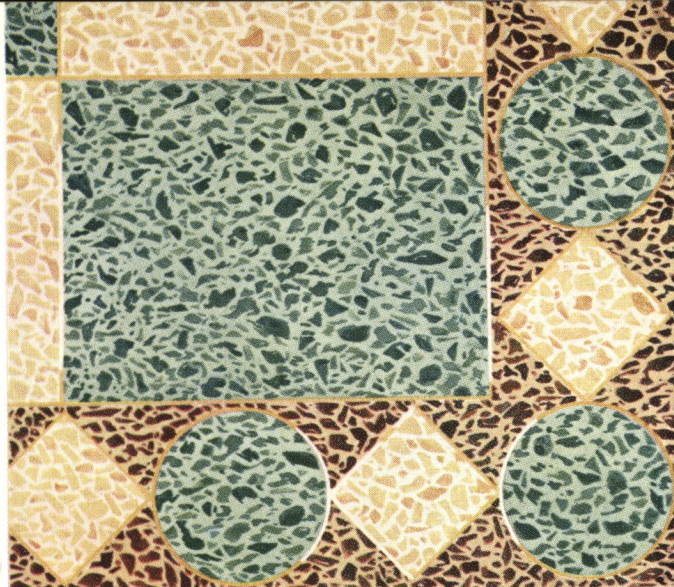
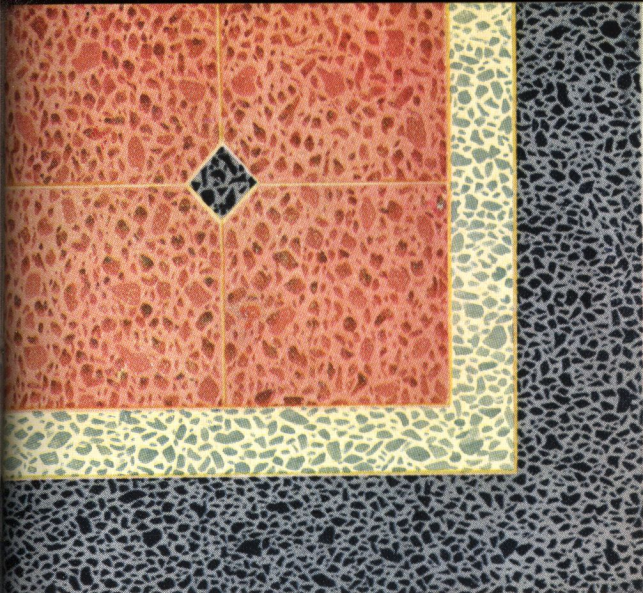
For Schools . . .

Any Architect or School Board, in selecting a suitable flooring for school corridors and classrooms can ask no more than that it be fire resistant, safe, that it be easily and quickly cleaned, that its purchase and installation costs be moderate, that it muffle the constant footfalls to which it will be subjected, and, finally, that these qualities be retained throughout a long period of use. Rubberlok Flooring has all of these advantages as well as enduring beauty.



For Hospitals . . .

Nowhere, more than on the rigorously cleaned, much-used floors of a hospital, is a flooring of Serviced Rubber Tile or Cork and Rubber Tile more appreciated. It is waterproof, hygienic and easily maintained; it muffles the constantly passing footfalls and its resilient surface is foot-sure and helps prevent fatigue; these, with variations in both pattern and color, will add cheeriness and an atmosphere of quiet to the hospitals of tomorrow.



Servicised Terrazzo Top Flooring

All the possibilities of terrazzo color and design can be achieved with Servicised Tongue and Grooved Flooring with Terrazzo Top. These pre-cast units furnish interesting uses in plain colors or designs on both wall and floor. Installation is simple and economical.

Accessories for Rubber Tile Flooring

Cove Base of any plain color or marbled effect is manufactured 4", 5", or 6" in height to conform to either the $\frac{3}{16}$ " or $\frac{1}{4}$ " gauge.

Beveled Edging in colors to match the flooring is manufactured 3" wide and 42" long to conform to either the $\frac{3}{16}$ " or $\frac{1}{4}$ " gauge.

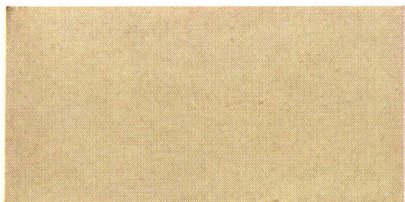
Capping, Nosing and Moulding for drain board assembly are manufactured in any selected color.

Safety Stair Treads are manufactured of the same Rubberlok quality with a smooth or corrugated surface, complete with a moulded rubber nosing. These are furnished in widths 8" or 12" and 42" in length.

Internal and External Corners of any plain color or marbled effect is manufactured in Rubberlok quality in 4", 5", and 6" heights, in $\frac{3}{16}$ ", $\frac{1}{4}$ ", and $\frac{3}{8}$ " toe gauges, and $\frac{3}{16}$ ", $\frac{1}{4}$ " and $\frac{3}{8}$ " wall gauges.

Rubber Tile Cement, specially developed for use with Servicised Flooring products, insures a permanent, trouble-free installation.

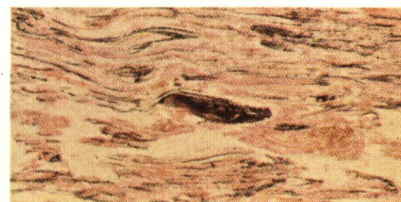
Colors



Ivory



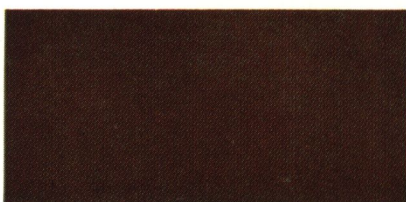
Slate



Mottled Color "D"



Black



Brown



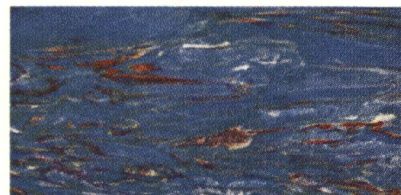
Mottled Color "E"



Gold



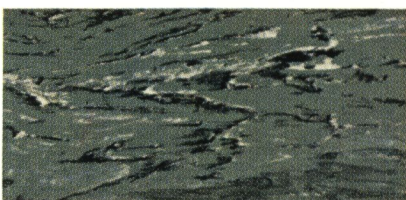
Blue



Mottled Color "F"



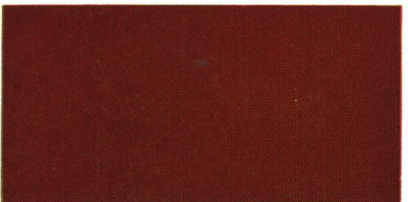
Green



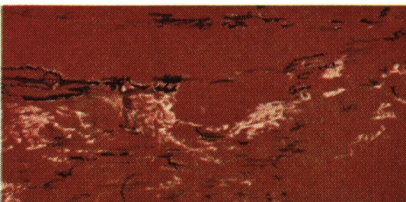
Mottled Color "A"



Mottled Color "G"



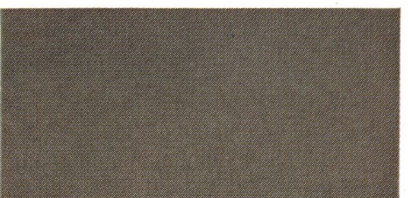
Red



Mottled Color "B"



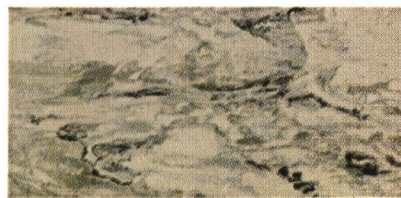
Mottled Color "H"



Gray



Mottled Color "C"



Mottled Color "I"

Rubberlok

TONGUED AND GROOVED RUBBER TILE

Rubberlok, formerly known as Syra-Bord, is manufactured from a pure plantation rubber base and a composition of carefully selected, finely divided, inert mineral fillers, pure non-fading mineral pigments, accelerators (required to produce vulcanization) and a small quantity of wax (a natural preserver of rubber) to increase and maintain the finished surface of polish.

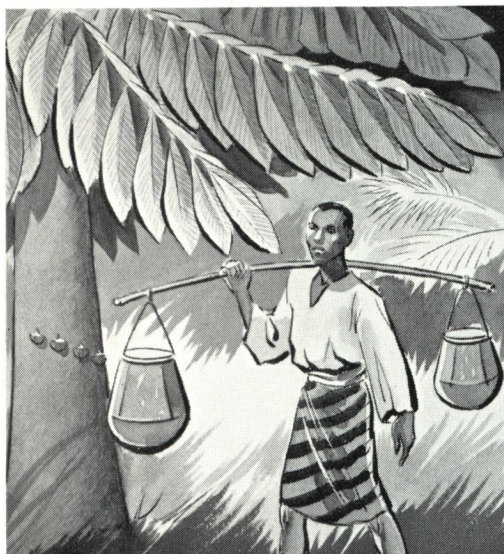
Rubberlok is moulded in ten-foot strips of individual tiles, vulcanized together, which are tongue and grooved on sides and ends. This is an exclusive feature, assuring an interlocked floor surface that will not curl, creep, warp or loosen up.

COLORS—Rubberlok is a custom-built floor, made in 9 standard plain colors and 9 standard mottled colors. The mottling in the individual tiles of the fabricated board can be specified to run in the same direction or alternate tiles can be cross-mottled.

The standard mottled colors:

- "A" Green mottled with black and ivory.
- "B" Red mottled with black and ivory.
- "C" Gray mottled with black, ivory and blue.
- "D" Cream mottled with black, red and blue.
- "E" Black mottled with red and gold.
- "F" Blue mottled with red and ivory.
- "G" Green mottled with ivory.
- "H" Black mottled with green and ivory.
- "I" Ivory mottled with green and black.

Mottled tiling in colors other than those listed above can be obtained at slight extra cost.

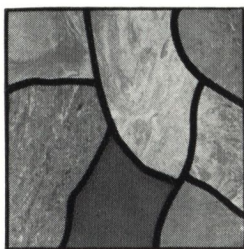


Following are the standard plain colors:

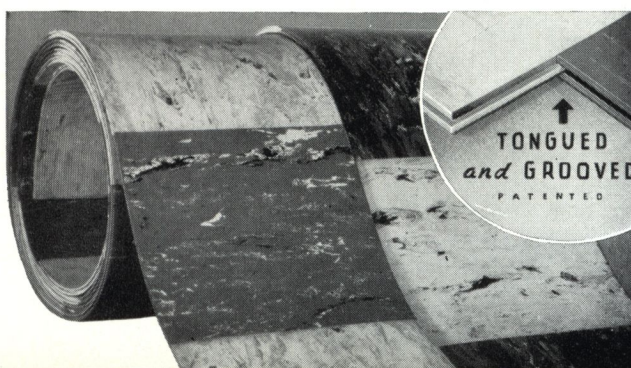
<i>Ivory</i>	<i>Green</i>	<i>Slate</i>
<i>Black</i>	<i>Red</i>	<i>Brown</i>
<i>Gold</i>	<i>Gray</i>	<i>Blue</i>

SIZES AND GAUGES—Rubberlok units are fabricated from individual tiles 6 x 6, 9 x 9, 12 x 12 in., vulcanized into strips or boards 10 ft. long. It is made in two gauges— $\frac{3}{16}$ and $\frac{1}{4}$ in. The $\frac{1}{4}$ in. thickness is recommended over concrete or similar sub-floors.

HOW INSTALLED—Rubberlok can be laid by unskilled labor in about one-fourth the time required to put down other types of tile flooring. It can be laid over any type of smooth-surfaced sub-floor and is sealed in place with waterproof rubber tile cement. Specifications for the preparation of sub-floors of various types can be obtained from SERVICISED PRODUCTS CORPORATION, Chicago, Illinois.



Flagstone Designs in Any Color Combination Are Available.



Servicised

RUBBER TILE

Servicised Rubber Tile is identical to Rubberlok in composition, and is manufactured by the same process. It differs from Rubberlok in that the individual tiles are laid separately and are not tongue and grooved.

Because of the careful compounding and uniform curing of this tile, it is destined to render long service and will retain its original beauty throughout its life. Like Rubberlok, it will not fade in sunlight, is resistant to alkali, most acids, and is easily and economically maintained.

PATTERNS

Servicised Rubber Tile is available in plain or mottled designs in many patterns and combinations.

COLORS

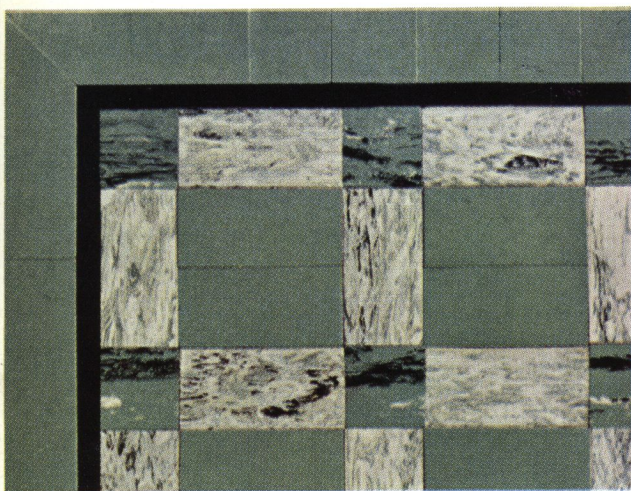
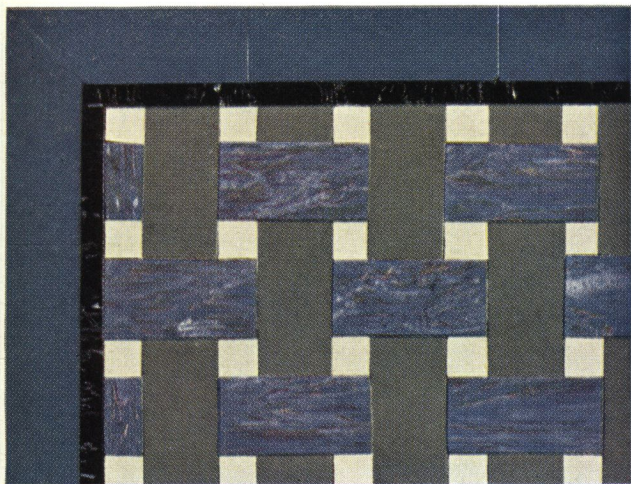
Servicised Rubber Tile is manufactured in the same eighteen base colors and color combinations as Rubberlok. See Page 11.

SIZES AND GAUGES

Servicised Rubber Tile is made in $\frac{1}{8}$, $\frac{3}{16}$, and $\frac{1}{4}$ in. thicknesses. Squares are 4, 6, 9, 12, and 18 in. Oblongs are 6 x 12, 9 x 18, and 12 x 24 in. Special sizes are 24 x 90 in.

HOW INSTALLED

Servicised Rubber Floors and Cork Rubber Tile can be laid over any type of sub-floor, wood, concrete, composition or steel, and are cemented in place with waterproof rubber tile cement. Specifications for the preparation of sub-floors of various types can be obtained from **SERVICISED PRODUCTS CORPORATION**, Chicago, Illinois.



CORK RUBBER TILE

Cork Rubber Tile is manufactured from finely divided cork and rubber vulcanized together. This mixture of two materials, each of which has rendered satisfactory service under traffic, produces a floor combining the finest qualities of each at moderate cost.

Among its advantages are: high flexibility, enabling it to conform to minor variations of base without breakage; high dirt resistance; resistance to indentations and scratches; imperviousness to air, water and acids; lightness and strength and lasting beauty.

COLORS

Cork Rubber Tile is made in two shades of natural cork brown—light and dark.

SIZES AND GAUGES

Manufactured in $\frac{3}{16}$ and $\frac{1}{4}$ in. gauges, and in tiles 6 x 6, 9 x 9, 12 x 12, 18 x 18, 9 x 12, 9 x 18, and 12 x 18 in.

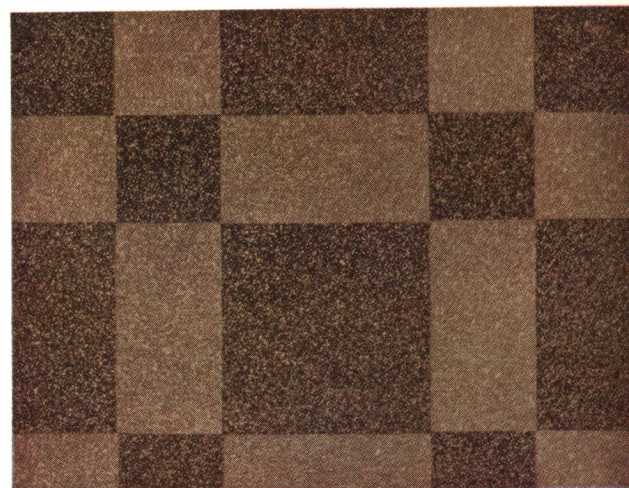
SPECIAL FLOOR DESIGNS

Flagstone patterns, which may be used with Rubber Tile and Cork and Rubber Tile, are made in 12 x 12 in. units in $\frac{3}{16}$ or $\frac{1}{4}$ in. gauge with any combination of colors desired. Nursery patterns with animal insets are made in 12 x 12 in. units in $\frac{3}{16}$ or $\frac{1}{4}$ in. gauge. Special patterns in silhouettes or modernistic designs can be fabricated according to specification. See illustrations on Page 11.

CORK-RUBBER FLOORING

The appearance and ease of installation of high-grade wood flooring are features of Servicised Tongue and Grooved Cork Rubber flooring. This product has the economy advantage of using an inexpensive wood sub-floor, but produces a more resilient, more attractive surface with blending shades of brown. Servicised Cork Rubber Tongue and Grooved flooring can be furnished in thicknesses of $\frac{3}{8}$, $\frac{1}{2}$, or $\frac{3}{4}$ in.

Servicised



For
Swimming
Pools

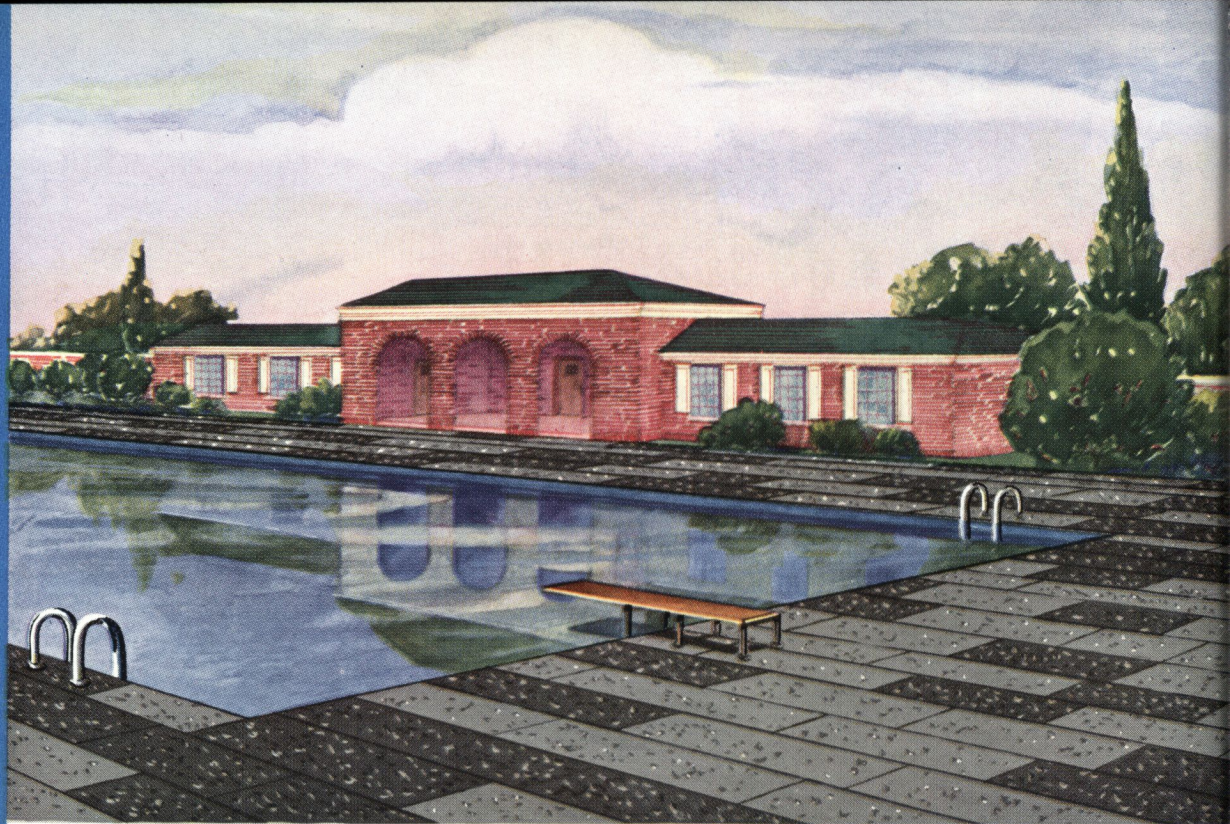
For
Terraces

For
Roof Decks

For
Tennis Courts

For
Institutions

For
Industrial
Plants



Swimming Pools—Walking areas surrounding public and private swimming pools can be made colorful and long-lasting with Serviced Mineral Surfaced Asphalt Plank. This durable, sanitary surface is impervious to water. The deeply embedded rock particles provide a non-slip, comfortably smooth surface for bathers' feet.

Terraces—Gardening costs can be cut, yet terraces can have year around beauty with Mineral Surfaced Asphalt Plank. The difficulties of sodding and weather changes are completely eliminated with these terraces that are in complete harmony with exterior color schemes. They are comparable in beauty to garden areas and are maintenance-free.

Roof Decks—Even where conditions are most severe, there is no worry that foot traffic will mar and kick up corners of the flooring when Serviced Asphalt Plank is used. Inexpensive, easy to install and durable, this product is the ideal surfacing for promenade and recreational roof areas.

Tennis Courts—Asphalt Plank provides a resilient playing surface for public and private tennis courts. The costly upkeep and seasonal limitations of clay courts are eliminated. The surface is rugged, easy underfoot, and court lines can be painted directly on the surface.

Institutions—Schools, churches, hospitals, jails and other institutions have outdoor areas where traffic, weather and other conditions make lawns costly or impossible. Mineral Surfaced Asphalt Plank with its variety of plain and combination colors solves the problem simply and economically.

Industrial Plants—The non-skid, safety surface of Mineral Surfaced Asphalt Plank gives real service on walk-ways, ramps, loading platforms, and other exterior areas of industrial plants. This product is daily proving its worth on hundreds of bridge floors, bridge approaches and railway crossings all over the country. Serviced Armored Grill Filled Plank is the last word in floor wear—when all other products fail, Armored Grill Filled Plank will perform.

Rubber Top Flooring

New economy and simplicity of installation are the outstanding features of Servicised Rubber Top Flooring with its tongue and grooved wood base. It's as easy to apply as standard wood flooring—and it has the decorative, durable surface of modern rubber tile.

The illustration shows how the high quality rubber surface is permanently joined to the wood planking by a dove-tailing and cementing process. When these standard lengths of planking have been nailed in place in the ordinary way, the rubber surface is ready for use.

Additional advantages of the product are the variety of rubber tile patterns that can be worked out, and the choice of various types and qualities of wood base.

Industrial Flooring

The extraordinary combination of advantages in Servicised Industrial Flooring, made with an asphalt base, together with its comparatively low cost, offer to industries and institutions a way of avoiding the constant maintenance, expense and dissatisfaction occasioned by the use of other types of flooring not so well adapted to industrial conditions. Industrial plants, engine rooms, laundry floors, shipping platforms and the like must have a flooring capable of withstanding the rough usage, heavy loads and wear that the floor is bound to experience.

Where other floors have failed, Servicised Industrial Flooring has proved economical and enduring. Heavy cartons, barrels, vibrating machinery do not mar its rugged surface. It is durable, has great tensile strength, is resilient, does not fracture, is non-skid and acid-resisting.

Servicised Industrial Flooring comes to the job in conveniently sized planks of required widths, lengths and thicknesses. These are readily laid on any smooth, firm surface without special tools or high-priced labor.

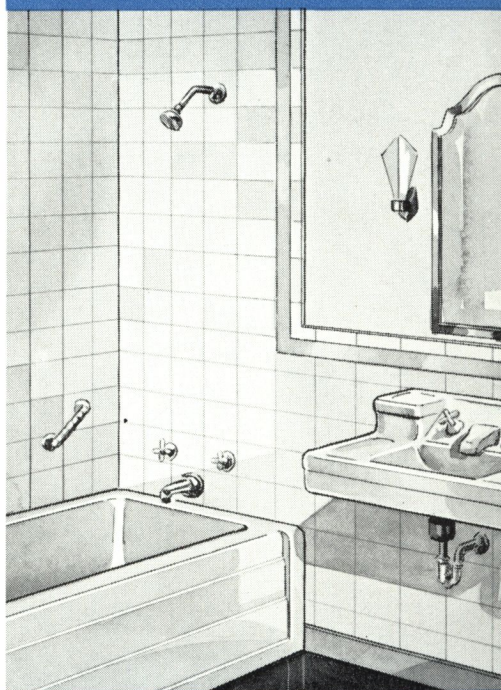
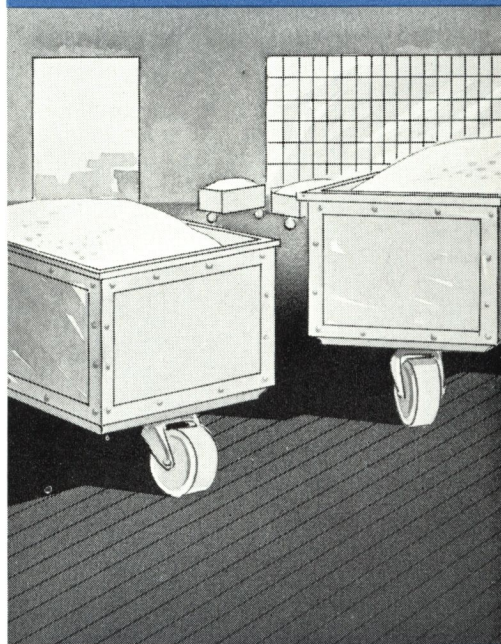
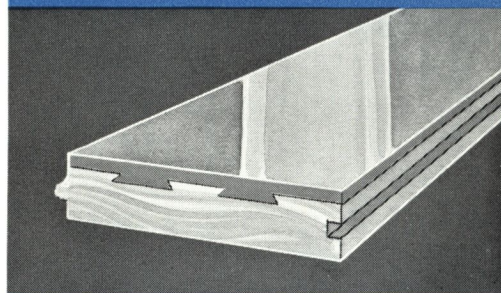
Asphalt Tile

Asphalt Tile offers a non-slip, sound-deadening surface by reason of a new expansion edge. Flexibility of design is provided by a full range of plain or marbled colors, which may be used singly or in combination. This variety of color and the versatility of the product make it the ideal choice wherever a rugged, beautiful flooring is needed.

Rubber Wall Covering

Servicised Rubber Wall Covering compounded with the same ingredients and with the same scientific care as Rubberlok and Servicised Rubber Tile fulfills the demand for permanent, decorative wall coverings, impervious to water, alkali or sunlight. In kitchens, bathrooms, dens, living rooms, offices, hospital rooms, playrooms, distinctive designs can be created to accord with individual taste. Wood graining, knotty pine, marbled or pastel effects are produced to harmonize with the decorative scheme employed.

Servicised Rubber Wall Covering is manufactured $\frac{1}{16}$ in. in thickness in sheets 24 x 9 ft. It is cemented to any type of wall surface and in addition to its beauty is permanent and easily maintained.



Digitized by:



ASSOCIATION
FOR
PRESERVATION
TECHNOLOGY,
INTERNATIONAL
www.apti.org

BUILDING
TECHNOLOGY
HERITAGE
LIBRARY

<https://archive.org/details/buildingtechnologyheritagelibrary>

From the collection of:
Robert Vail Cole Jr, AIA
1962 - 2011



THE NEW HOME OF SERVICISED PRODUCTS CORPORATION

FACTORIES AND SALES OFFICES

6051 WEST 65TH STREET, CHICAGO, ILL.

1410 OSWEGO BOULEVARD, SYRACUSE, N. Y.

CHURCH & F STREETS, WILMINGTON, DEL.

Representatives in All Principal Cities

